# GOVERNMENT OF INDIA
# TOURISM AND CULTURE
# LOK SABHA

UNSTARRED QUESTION NO:2309
ANSWERED ON:18.03.2002
CONFERENCE ON TOURISM
RAMSHETH THAKUR

**Will the Minister of TOURISM AND CULTURE be pleased to state:**

(a) whether any decision has been taken during the recent tourism ministers conference chaired by the Prime Minister to promote tourism in the country; and

(b) if so, the details of the short term and long term plan formulated to attract the foreign as well as domestic tourists?

## Answer

MINISTER OF TOURISM & CULTURE (SHRI JAGMOHAN)

(a) : Yes, Sir.

(b) : The Department of Tourism, Government of India has formulated the following short term and long term plans to attract the foreign as well as domestic tourists: -

1) Positioning and maintaining tourism development as a National priority activity.
2) Enhancing and maintaining the competitiveness of India as a tourism destination
3) Improving India`s existing tourism products and expanding these to meet new market requirements
4) Creation of world class infrastructure
5) Developing sustained and effective market plans and programmes
6) Special thrust to rural and small segment tourism and
7) Attention to civilizational issues and issues pertaining to civic administration and good governance and also of social and cultural values